CITY OF MILWAUKEE
Department of Public Works
Request for Proposals for Remote Parking Payment (RPP) Technology
[Official Notice Number 101 – July 31, 2014]

1. Introduction

The City of Milwaukee, Wisconsin (the City)[1] desires a proven company to furnish, test, install and maintain an automated, cost-effective Remote Parking Payment (RPP) technology platform for its parking program. The City is issuing this Request for Proposals (RFP) to solicit responsive proposals from qualified firms for furnishing the RPP technology platform (as described in more detail below).

The purpose of this RFP is to identify and engage the most qualified, reliable and cost-effective vendor for meeting the City's needs as set forth herein. It is organized into the following sections:

- Project Background – a brief description of the City's relevant parking programs and commitment to using innovative technology to improve parking services;
- Procurement Process – a description of the City's procurement process for this project, including proposal submittal requirements and evaluation guidelines;
- Project Requirements – the technology, products and services required by the City from the successful contractor to fully meet the City's needs; and
- Contract Management – a preview of some of the City's contractual terms, provisions and guidelines under which the contract will likely be managed.

This RFP also has three exhibits which every proposer must read, acknowledge and address. These exhibits−the Proposal Content Requirements (Exhibit A), RPP Platform Requirements (Exhibit B) and City Procurement Forms (Exhibit C)−are attached hereto.

2. Project Background

a. Overview – The City manages a comprehensive public parking program, the scope and magnitude of which is summarized below. As shown in the table, the City's public parking programs generated $44.3 million in 2013, of which 11.2 percent was generated by parking meters.

Parking Revenues by Year

Revenue Source	2010 Actual	2011 Actual	2012 Actual	2013 Actual	Percent
Off-Street Facilities	$7,392,971	$7,051,075	$6,524,077	$7,053,336	15.9%
Parking Meters	5,112,303	4,709,214	4,972,236	4,982,267	11.2%
Parking Citations	25,094,491	23,097,923	22,158,694	21,344,212	48.2%
Parking Permits	3,927,789	3,879,683	3,887,653	4,283,438	9.7%
Towing/Disposal	4,266,101	5,491,061	5,192,000	5,382,914	12.1%
Miscellaneous	1,873,439	523,789	740,868	1,267,779	2.9%
Total Revenues	$43,400,993	$39,261,684	$43,475,528	44,313,946	100.0%

Note: 2013 revenue data is estimated and unaudited.

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[1] The terms *City* and *Department of Public Works (DPW)* are often used interchangeably herein, but any contract will be made in the name of the City, acting by and through DPW.

Overall parking revenues rose slightly from 2010 to 2013. However, the City's parking citation revenues, the largest source of parking revenues, decreased by nearly 15 percent during the same period.

The Department of Public Works (DPW), in addition to offering other public services, oversees the City's public parking programs and the Parking Fund (an enterprise fund). DPW's Operations Division, which is responsible for parking, has 120 positions dedicated to parking programs.

Parking Employees by Organizational Unit (Current)

Organizational Unit	Positions	Percent
Parking Meter Operations	5.0	4.2%
Parking Enforcement	71.0	59.1%
Towing/Impound	23.0	19.2%
Parking Information Desk	15.0	12.5%
Parking Administration	6.0	5.0%
Total Staffing	120.0	100.0%

DPW manages the parking programs with relatively few employees. It outsources several functions, including off-street parking, towing and citation processing. It assigns only five employees to its parking meter operations, including one supervisor, one lead meter technician and three meter technicians, to install, remove, hood, maintain and repair the meters. DPW uses a private contractor to collect meter coins and deliver them to a private coin counting facility for deposit.

Most employees assigned to parking programs are involved with parking enforcement, towing/impound and parking information. The Towing/Impound unit supervises the vehicle towing and storage function. The Parking Information Desk handles complaints, inquiries, permits and tow dispatches. The Milwaukee Police Department (MPD) issues manual parking citations and houses one permit/payment center and nine service kiosks[2]. The City Attorney's Office prosecutes parking citations.

b. Off-Street Parking Program – The City owns five multi-level, off-street parking facilities, four of which offer public parking. These four parking facilities, which are managed by a national parking facility management firm, are outlined in the table below.

Overview of City's Multi-Level Off-Street Parking Facilities

Facility	Spaces	Lanes	Key Operating Characteristics
MacArthur Square	1,437	10	▪ Underground, 3-level structure with monthly, daily & event parking ▪ Serves several civic institutions (e.g., MATC, theaters & arenas)
2nd & Plankinton	473	4	▪ Above-ground, 8-level structure with daily, monthly & event parking ▪ Serves Hampton Inn, Grand Avenue Mall, Riverside Theater & Riverwalk
4th & Highland	980	7	▪ Above-ground, 8-level structure with monthly, daily & heavy event parking ▪ Serves Bradley Center, Old World 3rd Street & Riverwalk
1000 North Water St.	1,493	10	▪ Above-ground, 8-level structure with monthly, daily & event parking ▪ Mostly provides monthly parking for office tower across Water Street
Totals	4,383	31	

Note: MPM = Milwaukee Public Museum & MATC = Milwaukee Area Technical College.

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[2] Duncan Solutions (DS) houses two citation payment processing centers.

In 2004, DPW installed Amano-McGann Revenue Control Systems in its four garages. While it does not require the integration of RPP technology with its off-street revenue control systems at this time, it may want to integrate these systems in 2017, when it plans to replace or upgrade them.

DPW also operates and maintains nine off-street surface parking lots with 282 metered spaces located throughout the City. These off-street spaces, some of which are controlled by single-space Duncan meters, generated just over $100,000 of revenue in 2013.

c. Parking Meter Program – DPW operates an on-street parking program with 6,469 metered spaces. Single-space meters furnished by Duncan Solutions (DS) control 3,363 spaces and 303 multi-space meters furnished by Digital Payment Technology (DPT) control 3,106 spaces. In 2013, the single-space meters generated $1,664,000 and the multi-space meters generated $3,338,000[3]. Single-space meters are collected weekly and the multi-space meters as needed.

Most metered spaces are located in two areas near the urban center (i.e., downtown and the adjacent Third Ward). In these areas, most on-street parking spaces have DPT Luke multi-space meters that accept coins, credit cards and debit cards, but some have Duncan Eagle meters. The parking rate is $1.50 per hour, typically on weekdays from 8:00 am to 6:00 pm. Virtually all metered spaces are in two-hour restricted zones, except those on outlying streets with five- and ten-hour parking limits.

The metered spaces near the two City's two major universities, the University of Wisconsin-Milwaukee (east side) and Marquette University (west of downtown), are mostly controlled by multi-space meters, but some have single-space meters. The parking rate is $1.00 per hour, typically on weekdays from 8:00 am to 6:00 pm, with a few metered blocks in effect until 9:00 pm, and on Saturday mornings until noon. Most spaces have time limits of one to three hours, depending upon campus proximity.

The remaining metered spaces are located in small commercial zones throughout the City and controlled by single-space meters. The parking rate in these lower-demand zones is $0.50 per hour, and the time limits vary from two to ten hours, depending upon demand. If a current pilot test is successful, DPW could replace DS Eagle meters with single-space meters that accept coins, credit cards and debit cards. The City uses a sequential three/four-digit coding scheme for identifying each space[4].

d. Parking Enforcement Program – DPW operates the parking enforcement program in accord with applicable state and local laws[5]. Under Chapter 101 of the City's Traffic Code, DPW may erect parking signs, designate parking zones and take other measures to control on-street parking access. The parking violation fine structure, as updated by the Common Council, sets parking citation fines from $20.00 to $200.00[6]. The fine for restricted parking meter violations is $22.00. The City's most frequently-levied parking violation fines are posted on the DPW parking website (www.Milwaukee.gov/parking).

In 2013, the City issued 770,430 parking citations (down from 778,288 in 2012). Of total citations, DPW issued 98 percent,[7] up from 83 percent in 2003. DPW's Parking Enforcement Officers (PEOs) issue parking citations at all meters using automated DS AutoCite X-3 Ticket Issuance Devices (TIDs). The PEOs use a fleet of fifty-four (54) enforcement vehicles[8]. MPD issues manual citations. The City furnishes all

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[3] This amount includes $2,335,000 from credit cards and $1,003,000 from coins.
[4] Some have alpha-numeric codes (DPW adds an A or B to the numeric code when the block lacks sufficient numbers for new spaces).
[5] The Common Council approves all local parking ordinances.
[6] The $20.00 fine is for night parking permit violations and the $200.00 fine is for disabled parking zone violations.
[7] MPD issues about two percent of citations and the City Housing Authority issues only a few parking citations.
[8] The Parking Enforcement vehicles are small, right-hand drive jeeps designed for on-street enforcement.

regulatory data, including parking time limits, street sweeping restrictions, rush hour restrictions and other parking restrictions and other data (e.g. district boundaries) to DS.

As shown in the table below, the City is issuing fewer parking citations than it did four years ago. From 2010 to 2013, for instance, the total parking citations issued by the City fell about 12 percent.

Parking Citations Issued by Violation Type & Year

Violation Type	2010	2011	2012	2013	Percent
Parking meter violation	171,024	182,414	186,355	175,033	22.7%
Night parking violation	420,817	396,674	358,909	369,450	48.0%
Restricted time violation	66,237	62,287	58,991	60,847	7.9%
Other parking violations	216,612	182,624	174,033	165,100	21.4%
Total	874,690	823,999	778,288	770,430	100.0%

In 2013, parking meter violations accounted for over 27 percent of all parking citations issued. In 2012, 93 percent of parking citations were issued to vehicles registered in Wisconsin, with most parking citations for out-of-state vehicles issued to vehicles registered in Illinois and Minnesota.

e. Parking Permit Program – The City has night and day parking permit programs.

The night parking permit program, which prohibits parking without a permit on City streets between 2:00 am and 6:00 am (Monday to Saturday), includes three types of permits: General, Disabled and Night Worker permits. The General Permit, which costs $55 per year or $20 for four months, is the most common permit. The Disabled and Night Worker permits are free. Each year, the City sells about 120,000 night parking permits[9]. The City sells most night parking permits at the self-serve payment kiosks in MPD district stations[10], but also sells permits online and at the tow lot and violation bureaus[11]. MPD manually issues the night disabled and night-shift worker parking permits.

The daytime parking permit program, which allows qualified residents to exceed the daytime parking time limits within designated zones, includes three types of permits: Non-Conforming Use, Commuter-Impacted Area and Residential Preference permits. The Non-Conforming Use Permit costs $10 per year or $3 per quarter while the other two permits are free for qualified residents. MPD manually issues all daytime parking permits.

f. Technology – The proposed RPP platform is another step forward in the City's use of proven technology to improve its parking systems. DPW has worked with DS, its citation processing contractor, to improve its parking programs, expanding its parking technology platform to include:

- Parking permit processing – an on-line, real-time parking permit processing system and the issuance of virtual night permits linked to license plate numbers (to replace physical permits);
- Citation issuance – Automatic ticket issuance devices (TIDs)[12] for issuing citations, downloading citation data, uploading other databases and enforcing multi-space parking meters[13];

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[9] About 30 percent of all night permits are annual permits and 70 percent are four-month permits.
[10] The kiosks are open 24x7 and accept cash, but peak period wait times can be long and kiosk maintenance costs high.
[11] On-line sales are up from 9% to 24% just in the last year, but require a credit card and a $2.25 on-line service fee.
[12] The current TIDs are DS AutoCite X-3 units.
[13] The TIDs pull expired meter data from the DPT Luke multi-space meters.

- Citation management – system for processing citations, payments and notices and scheduling disputes, including an automated database for supporting non-parking violation inquiries;
- Violation bureaus – point-of-sale cashiering system for processing permit and citation payments;
- Tow Lot – point-of-sale cashiering system for processing permit, citation, towing and storage payments;
- Kiosks – automated, self-serve centers for expediting parking permits and citation payments; and
- Other payment modes – automated Interactive Voice Response (IVR) system for processing customer inquiries and citation payments.

All applications are integrated via servers and the City's fiber optic network. DS links its applications through a private secured network. Finally, the City has an enterprise-wide technology platform comprising a fiber optic network, telecommunications system and Oracle database.

In recent years, RPP technology, often referred to as mobile parking payment or pay-by-phone technology, has become increasingly prevalent in the parking industry, especially in Europe. In the last decade, a growing number of North American cities, including Miami, New York, San Francisco and Vancouver, have deployed RPP technology to improve parking services. It has been estimated that the technology has been deployed for at least 80,000 parking spaces in North America. The growth of this technology, which has been fueled by the ubiquitous use of cell phones, makes fully automated parking, demand-based pricing and more appealing streetscapes more foreseeable.

3. Procurement Process

a. Overview – The City is employing a rigorous competitive process for soliciting proposals from qualified firms. Its goal is to engage a firm (or firms) with the optimum blend of capabilities, technology and value for meeting the City's needs. DPW will supervise the procurement process and execute a contract with the selected firm(s). Each proposer must attain a full understanding of the City's requirements, including the procurement process, and fully comply with all terms as outlined herein.

b. Evaluation Factors – The selected firm(s) must demonstrate the ability to serve the City's best interests. In making this determination, the City will employ the evaluation factors and weights below:

City Evaluation Criteria, Factors & Weights

Criteria	Related Evaluation Factors	Weight
Firm/team capabilities	Overall firm/project team capacity to meet City needs, as reflected by such factors as: ▪ Firm stability, market focus & commitment to City ▪ Breadth, depth & relevance of experience providing comparable technology ▪ Credentials, integrity & compatibility of proposed project manager/team ▪ Quality of recent performance (as reflected by client references)	20%
Platform features	Proven ability of proposed technology to meet City needs, as reflected by such factors as: ▪ Suitability of technology for City's current parking environment ▪ Functionality (i.e., alignment with defined City requirements as set forth herein) ▪ Security of payment platform & rigor of controls for minimizing credit card fraud ▪ Reliability of technology for meeting City's defined needs	35%

Criteria	Related Evaluation Factors	Weight
Service approach	Creativity & responsiveness of firm's proposed approach, as measured by such factors as: ▪ Strength of marketing plan (e.g., metrics for securing satisfactory adoption rate) ▪ Scope, thoroughness & timeliness of proposed implementation plan ▪ Scope, thoroughness & reliability of proposed post-implementation support program ▪ Overall prospects of success for meeting City's project objectives	20%
Value	Overall cost-effectiveness of the proposed services (e.g., City's up-front & long-term costs, convenience fees & other consumer costs)	25%

The City will evaluate submittals more favorably (i.e., assign more points) the extent to which they meet these factors. For instance, in ranking the proposals it receives, the City will award more points as follows:

- Firm/team capabilities – firms and project teams offering extensive comparable project experience, strong financial condition, good City policy compatibility and proven client satisfaction;
- Platform – platforms with outstanding remote apps and customer service features, proven security, seamless parking system integration, easy-to-use screens and superb management reports;
- Approach – feasible deployment plan, solid training, robust marketing, promotion and communications program, clear decals and signage, timely installation and responsive user care; and
- Value – low customer convenience fees that cover all anticipated costs (and eliminate the need for City funding of project costs at any stage).

If the City receives a large number of proposals, it may use its discretion to select a smaller number of firms for further consideration. As such, it reserves the right to employ certain minimum (threshold) criteria to identify firms that it believes, in its sole judgment, are best qualified to meet its needs and merit further consideration. Potential examples of such threshold criteria include the following:

- In good standing with the City and State of Wisconsin;
- At least three years of experience successfully deploying and supporting RPP technology in at least three comparable environments (in terms of client, magnitude, programs, needs and challenges);
- Proven ability of the proposed technology to meet the City's most vital needs;
- Commitment and capability to install the technology in accord with the City's schedule; and
- Commitment and capability to service, maintain and upgrade the technology platform, and increase customer acceptance after deployment.

After evaluating all proposals in an objective and thorough manner, the City will negotiate a contract with the firm (or firms) that most fully satisfies the City's evaluation criteria. While the City believes at this time that a single provider will be in the best interests of its customers, it will consider a multiple provider solution if it can be determined that such competition would positively impact adoption rates without impairing the City's ability to use a single brand and attain effective system integration.

c. Process Description – The competitive procurement and contract negotiation process employed by the City will comprise the tasks listed below.

- RFP – the City shall issue an RFP by July 31, 2014;
- Vendor inquiries – all interested firms shall submit any questions to DPW no later than 4:00 pm CDT on August 20, 2014 and the City shall respond by August 22, 2014;

- Proposal – all interested firms shall submit a signed proposal to DPW in accord with the requirements set forth herein by 4:00 pm CDT on August 28, 2014;
- Evaluation – the City shall evaluate proposals, complete client reference checks and select finalists for further presentations no later than September 16, 2014;
- Contract – the City will execute a contract with the selected firm(s) by September 30, 2014; and
- Implementation – the Contractor shall install and test the RPP System by October 30, 2014, and ensure its full operability and obtain the City's final acceptance by November 14, 2014.

All interested vendors shall comply with this process. If the City deems it necessary to alter the procurement process, revise the RFP or furnish more data, DPW will issue RFP addenda to all interested firms which have complied with the procurement process guidelines as set forth herein.

All firms must direct any inquiries about this RFP to the attention of Cindy Angelos, DPW's Parking Financial Manager, by telephone (414-286-2404), email (cangel@milwaukee.gov) or regular mail (841 North Broadway, Room 501, Milwaukee, WI 53202).   DPW will answer any questions of general interest in writing or by email and provide written responses to all firms that obtained an official copy of this RFP through the City's established procurement process.

DPW will form an Evaluation Committee to review the proposals, and evaluate them in accord with the evaluation criteria. The Evaluation Committee, which reserves the option to recommend firms for final consideration, will recommend the firm(s) with which to negotiate a contract. The final phase could include a formal presentation, for which the City may require finalists to demonstrate their platforms at no cost to the City. DPW will then negotiate a contract with the top-ranked proposer(s). If DPW is unable to execute a contract with the top-ranked proposer(s), it may negotiate a contract (or contracts) with the next highest-ranking proposer(s).

d. Submittal Instructions – Each vendor must submit six (6) copies of its proposal—one in electronic format and five in hard copy format. Proposers must send the electronic version via email to Cindy Angelos, the Parking Financial Manager, at cangel@milwaukee.gov and the printed proposals by US mail to Attn: Contract Section, Department of Public Works, Room 506, Municipal Building, 841 North Broadway, Milwaukee, WI 53202. The proposals sent by regular mail shall be legibly printed in black ink and enclosed in an envelope labeled *City of Milwaukee Remote Parking Payment Technology Proposal-Official Notice 101*. At least one of the hard copy proposals must have original signatures.

Each proposal shall be organized and prepared in accord with the following format:

- Cover letter – key proposal highlights and statement of commitment to meeting City's needs;
- Firm capabilities – description of relevant organizational qualifications;
- Project team – description of proposed project team, including staff and subcontractors;
- Platform – description of proposed platform and how it will fulfill the City's objectives for this project;
- Service approach – description of proposed planning, deployment and post-deployment services, including the deployment schedule, testing methodology, training program and support program;
- Value – full, itemized costs of the proposed platform for the contract period; and
- Attachments – all City-required procurement forms and any other firm attachments.

The proposal content requirements are set forth in Exhibit A for each of the above proposal sections. Proposers should keep their submittals concise, respecting the page limits for each proposal section noted in Exhibit A. Proposers shall complete, sign and return all City-required forms, including the forms set

forth in Exhibit C that are applicable, and may be required to sign and return addenda. Proposers may attach supplemental materials (e.g., marketing brochures, product brochures, user guides and training manuals) to their proposals if they believe that such materials would be informative.

e. City Requirements – The City's requirements for this project are outlined in Exhibit B. Every proposer is expected to review and understand these requirements. A proposer need not meet all City requirements noted in the RFP and Exhibit B, but it does have an obligation to clarify any questions it has about those requirements and disclose any exceptions to such specifications in its proposal. Otherwise, the City will assume that the vendor will meet all specifications set forth in Exhibit B.

Each proposer must indicate to what extent it will meet each requirement in the right-hand column of Exhibit B. Each proposer must assign a code of 1, 2 or 3 next to each requirement in Exhibit B to indicate the degree to which it will meet each requirement. It should affix *Code 1* if it will meet the requirement with no modifications (i.e., it is a standard feature of its platform). It should affix *Code 2* if it will meet the requirement during the deployment phase via software modifications or some other means (which must be specified). It should affix *Code 3* if it cannot and will not meet the requirement before deployment.

In addition to offering products and services called for in the RFP, firms may propose optional features that they believe could benefit the City. If a firm wants to offer such options, it should fully explain those options, including any costs, implementation barriers and the anticipated advantages and disadvantages for such options. Possible options include extending the platform to off-street parking revenue control systems and other programs like permit parking. Other potential optional features are listed in Exhibit B.

f. Value Information – The City does not intend to, nor does its budget provide for, the City's absorption of any costs associated with the deployment or ongoing operation of the RPP technology platform. The City expects that the Contractor will be compensated for any costs incurred by the Contractor for the deployment and ongoing support of the RPP platform entirely through a user convenience fee, one added to the parking fee for each transaction. The Contractor will employ a pricing model that passes all costs associated with the platform to individual users on a not-to-exceed unit cost basis.

Each proposer must propose an all-inclusive *Base Convenience Fee* assessed on a per-transaction basis. The *Base Convenience Fee*, which must cover all costs incurred by the Contractor in connection with the platform's deployment and support, must be presented as a not-to-exceed transaction fee for each year of the contract after deployment. Unless a proposer indicates otherwise, the City will assume that the *Base Convenience Fee* will fully compensate the Contractor for all project costs for the life of the contract.

Each proposer must fully describe its proposed pricing model for the *Base Convenience Fee*. It must, for instance, identify how the fee will be disclosed and charged to the user (e.g., an incremental fee added to the City-approved parking fee). Each proposer also must state how the fee will be assessed (e.g., on the initial transaction, but not the extended time transaction) and the extent to which (if any) the fee will vary depending on the transaction type. Finally, each proposer must state the manner and timing in which fees will be collected and transferred to the City (e.g., the Contractor will immediately transmit all City parking fees to the City's designated merchant bank).

The City does not anticipate incurring any costs associated with this contract. However, if the proposer anticipates that, to meet its contractual obligations to the City, it could incur some incidental costs that might not be covered by the *Base Convenience Fee*, it must estimate, itemize and disclose those costs (e.g., rate changes, customer refunds, software integration, system modification, marketing and licensing

costs) and propose a not-to-exceed *Supplemental Convenience Fee* for covering those costs. Each proposer must itemize any costs it believes might not be covered by the *Base Convenience Fee* and disclose how the base convenience fee would have to be adjusted to cover such costs. If the proposer does not disclose such potential costs, the City will assume that they will be fully covered by the *Base Convenience Fee*. No costs may be shifted to other City vendors at any time during the contract without the City's prior approval.

In addition to the *Base* and *Supplemental* convenience fees, each proposal must propose two *Alternative Fees*. *Alternative Fee A* should be based on the assumption that the City will select more than one contractor to meet its needs as defined herein (i.e., a multiple-vendor approach). *Alternative Fee B* should be based on the assumption that, in the third year of the contract, the City will pay the *Base Convenience Fee* rather than requiring the Contractor to charge the users. While the City's customers will initially pay the convenience fees, and only the City will determine the extent to which it may absorb those fees in the future, every proposer must indicate whether such a change would have any impact on the *Base Convenience Fee*. Otherwise, the City will assume that the *Base Convenience Fee* would be unaffected by the City's willingness to absorb the costs.

In addition to the fees noted above, firms may propose other compensation models. However, any such compensation models must describe the manner in which the Contractor would be compensated and fully itemize the costs to be charged to the City's customers.

g. Other Submittal Issues – Proposers may have to complete the forms presented in Exhibit C of this RFP, but to satisfactorily respond to this RFP, firms must obtain a full understanding of the City's needs, including applicable forms. The City will notify all firms which intend to submit a proposal of any changes to the RFP or procurement process. All proposals will remain valid for a period of at least 180 days following the submission deadline, and all materials submitted shall remain the City's property. No proposal will be deemed complete and responsive unless it is submitted in accord with these guidelines.

Each firm is solely responsible for all costs it incurs during the procurement process. This RFP does not constitute a commitment by the City to award a contract or pay any procurement-related costs. The City reserves the right to reject any or all submittals, including those it deems non-responsive[14], waive any proposal defects or process irregularities, alter the procurement process, accept or reject any subcontractor and approve or reject any alternative or blend of alternatives. The City may select any proposal which is, in its exclusive judgment, in its best interests.

4. **Project Requirements**

a. Overview – The City has several objectives for this project, including the following:

- Customer service – expand convenient parking payment options (with tight security, timely payment verification and superb credit card controls), plus easy activation, timely alerts, remote time extension, calibrated parking fees and simple account management for all users;
- Regulatory compliance – support consistent parking enforcement, reduce enforcement errors and improve regulatory compliance;
- Parking service – obtain accurate, timely and meaningful management reports for analyzing parking usage data and informing policy decisions regarding parking and other municipal programs;

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[14] Submittals may be deemed responsive for such reasons as non-compliance with the RFP, collusion, debarment, public sector contract default or an unsatisfactory performance record.

- City finances – generate higher on-street revenues, reduce parking enforcement costs and reduce meter collection and maintenance costs without incurring significant implementation costs, and thereby strengthening the Parking Fund's performance; and
- City image – by reducing parking complaints and gaining high customer acceptance, increase patronage of downtown facilities and enhance the City's reputation as a great place to live and work.

The project scope will entail the acquisition and development of a remote parking payment technology platform for the City's on-street and off-street parking meters. The platform and any associated mobile apps must have a local, City-approved brand and enable the City's parking customers to pay for parking via mobile app, mobile web, IVR voice and Short Message Service (SMS) text. It will be linked with the City's current parking systems via the parking enforcement programs and systems.

The City will select one or more firms to furnish and install RPP technology for its parking programs, and to support that technology post-implementation in accord with the requirements set forth herein. The initial contract term will be for at least thirty-six (36) months, but the City wants the option to extend the contract for up to five one-year terms, subject to mutual agreement. The Contractor(s) will be responsible for all products and services it provides the City, including any provided by subcontractors. The City does not expect to incur any costs associated with this project.

DPW has defined several requirements for the RPP technology platform. These requirements, which are summarized below and listed in Exhibit B, encompass four categories: 1) Functional, 2) Technical 3) Deployment and 4) Support. The City will rely on the Contractor's ability to fulfill all City requirements in a manner acceptable to the City except to the extent the Contractor specifies otherwise in its proposal. In the future, the City will consider expanding the platform to encompass applications for other parking programs, including off-street parking and parking permit programs. However, the City will not entertain such options without a sound business case that such options would be in the best interests of the City and its customers.

b. Functional Requirements – The RPP technology platform must offer a comprehensive, convenient and secure remote/mobile parking application/payment option for the City's parking programs, especially those which are at least partially cash-based, such as metered parking. This payment option must enable easy, convenient and remote parking payments via land line (IVR), cell phone (IVR), text message (SMS), web, smart phone, or other mobile device. In short, after deployment of the RPP platform, any parker will have the ability to pay for metered parking by coin, phone or mobile device.

The City's functional requirements involve four operational areas as follows:

- Customer service – requirements for increasing customer convenience, confidence and satisfaction;
- Payment processing – requirements for controlling payment transactions and ensuring the accuracy, timeliness and security of all payments processed through the platform;
- Enforcement management – requirements for enhancing the efficiency, effectiveness and reliability of the City's parking enforcement system and improving regulatory compliance; and
- Parking management– requirements for supporting the City's ability to manage, assess and improve the public parking programs it offers to its customers.

As indicated herein, the detailed functional requirements are set forth in Exhibit B.

To access the platform, a user will register, establish an account and provide a credit/debit card number. The platform should be fully PCI DSS-compliant (Level 1)[15]. When looking for a parking space, a user will be able to use the mobile app to find on- and off-street parking spaces near his/her desired destination. Upon (or after) arriving at a parking space, a user will activate the system via cell phone, calling IVR, sending a SMS or using a mobile web browser. The user will then enter a location code or metered space number and select the desired parking duration, subject to regulation.

After parking, each user will automatically receive notifications from the platform (e.g., via text message). Before a user's parking time expires, the platform shall notify the user via the user's mobile device (if applicable) that his or her parking time is about to expire. The platform must then enable the user to pay for additional time at the meter without returning to the car subject to regulation. If an extended parking stay is desired, the user will simply add time via the mobile device, subject to the City's regulatory limits. In other words, the platform must prohibit a user from remotely adding metered parking time beyond the maximum duration and purchasing time in violation of a lane restriction (e.g., rush hour).

Any RPP technology platform selected by the City, including any apps made available to the City's parking customers, must be fully integrated with the City's parking vendors (DS, Genetech and DPT). When a user pays for a metered parking space through the platform, the platform will immediately transmit the payment transaction (and all other data required by the City) to the City's automated TIDs or other designated system. The parking enforcement officer (PEO) will consult a TID to determine a parked vehicle's payment status. Based on the PEO's inquiry, the TID will display the paid license plate number for a particular parking zone or space (the vehicle must be linked to a metered space). All payment data for platform transactions must be available to PEOs on a real-time basis. In other words, the City's PEOs must have, through their automated hand-held TIDs, real-time access to all metered parking payment data.

c. Technical Requirements – The Contractor shall furnish a comprehensive, easy-to-use, secure and proven web-based parking payment platform for the City and its parking customers, including an accessible, interactive website/portal and downloadable mobile parking applications that make it easy for the City's customers to access the portal. The Contractor must furnish the City with sufficient technical resources to enable the City's parking customers to register and pay for parking via mobile app, mobile web, IVR (voice) and SMS (text). The platform must include mobile apps for all four operating systems (Blackberry, iOS, Android and Windows). The City's detailed technical requirements, including system design, system integration, security, data management and documentation requirements, are outlined in Exhibit B.

d. Deployment Requirements – The Contractor shall be responsible for all activities required to ensure a successful project, including system configuration, customization (as required), testing, training, marketing and launch activities. The Contractor shall designate, subject to DPW approval, a Project Manager to serve as the Contractor's lead contact, work closely with DPW, attend project meetings, and plan, review and coordinate the required project activities. The City's deployment requirements, including testing, training and marketing needs, are set forth in Exhibit B.

The Contractor shall provide a comprehensive, detailed plan for implementing the new technology platform, including all phases required to ensure the successful activation and use of the new technology platform (e.g., installation, testing, training, acceptance and marketing). The Contractor's implementation plan shall specify all tasks, responsibility assignments, milestones (deliverables), scheduled

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[15] Payment Card Industry Data Security Standards (PCI DSS).

start/completion dates, task inter-dependencies, special resource requirements and potential implementation barriers. This plan must address all issues required by the City to ensure a successful platform deployment. The Contractor shall obtain the City's approval of its implementation plan within 15 business days of contract execution.

The Contactor shall deliver or deploy all technology platform components in accord with the implementation plan and bear responsibility for any associated costs. It also shall furnish all City-required system documentation, including manuals in digital and hard copy formats, at no cost. After conducting testing activities and securing the City's acceptance of the platform, it shall deploy the technology platform in a manner that will ensure the system's full functionality, subject to the City's approval. As an option, the City would like the Contractor to review the related City business processes and identify opportunities for reengineering or improving those processes.

The Contractor shall ensure that its technology platform is fully integrated with the City's parking enforcement program and related systems. To that end, the Contractor must actively involve DS, the City's citation processing contractor, with the implementation of the RPP technology platform. The City expects the RPP platform to be deployed with the City's existing meters and systems without the City incurring any capital or upgrade costs, or experiencing any degradation to its parking enforcement performance. The deployment process must include a detailed testing methodology for ensuring that the RPP technology platform will be sufficiently integrated with the City's parking enforcement program and systems, fully operational and in full compliance with the City's requirements.

The Contractor also must furnish sufficient training to ensure that all City-designated personnel understand and are well-positioned to facilitate effective customer adoption and use of the new platform. The training program shall encompass best practices and other proven methods for training DPW staff to ensure a successful implementation. The training program should include strategies for preparing each type of user, including DPW staff, PEOs and other City-designated personnel, to ensure the success of the new platform. The training program also should include adequate classroom time and training manuals/guides, and all City-required documentation, including a training manual, system documentation and user's guide.

Within ten (10) business days after the Contractor has notified the City that the system is fully operational and deployable, the City will conduct a rigorous acceptance test at no cost to the City. However, the City's failure to inspect and accept or reject the platform shall not impose any waiver or liability on the City if the Contractor's platform does not comply with the City's requirements. If the City rejects the platform or any part thereof, the Contractor shall bear all risk and responsibility for resolving the issue to City's satisfaction. If the Contractor fails to act within five (5) business days of receiving the City's notice, the City may take any reasonable steps it deems necessary to resolve the issue at the Contractor's sole expense.

DPW will designate a Project Supervisor who will, on behalf of the City, coordinate the project, approve all contractor plans, work and deliverables, oversee all testing, training, marketing and other implementation activities, approve all documentation, represent the City in all meetings and ensure the satisfactory attainment of all project objectives. In addition, the Project Supervisor will approve the contractor's testing acceptance checklist to be used by the City for conducting final system acceptance.

e. Support Requirements – The Contractor shall provide a comprehensive technology support program to ensure the technology's continuous operation and use at all times after its final acceptance by the City, as

well as a satisfactory customer adoption rate. As part of its ongoing support program, the Contractor must warrant that the platform will fully meet or exceed the City's needs. The City's detailed support requirements, which encompass operations, marketing, service and updates, are set forth in Exhibit B.

The Contractor shall furnish the City an annual service plan under which it will resolve any platform performance issues for five years after deployment (post-implementation). The service plan must ensure prompt support and minimal downtime (e.g., same day responses to any calls placed during the City's normal business hours). The plan should include a 24x7 customer service center for troubleshooting and correcting any performance issues. The service plan shall include a maintenance plan for all platform components, including maintenance activities, frequencies and requisite resources for each activity.

The City shall be entitled to all platform upgrades without charge immediately upon their release to another client for the duration of this contract. If the City asks the Contractor to modify the system software (and such modifications have not been released to other clients as upgrades), the Contractor shall work with the City to determine a mutually-satisfactory strategy for making such modifications and ensuring reasonable compensation for such modifications in accord with the contract. The City reserves the right to approve any changes to the platform that could adversely affect services to the City's customers.

f. Other Issues – The City shall have the right to inspect the Contractor's records and accounting transactions that pertain to its compensation any time during regular business hours. In order to ascertain the accuracy of documents submitted by the Contractor, the City may conduct any fact-finding required to reconcile any Contractor report with the City's records. In addition, the City may conduct inspections or audits to reconcile Contractor documents, identify any reporting errors and resolve those errors.

5. Contract Management Principles

a. Overview – All proposers are hereby advised that the City intends to incorporate the requirements set forth in Exhibit B in its contract with the selected Contractor(s), unless the City's interests dictate otherwise. As such, all proposers are required to carefully review those specifications and identify in their proposals any items to which they take exception. Proposers should note that, while DPW will execute and administer the contract, the contract will be made in the name of the City, acting by and through DPW.

b. Contract Start – The City will negotiate a contract with the selected firm(s). If the City fails to successfully negotiate a contract with the recommended firm, it will commence negotiations with next-ranked firm. The City will execute a contract that is flexible enough to respond to future developments, and reserve the option to modify contract provisions through properly-executed, written amendments. The Contractor will commence work immediately upon award and install a fully-tested system by the time designated by the City (the contract will include deadlines and liquidated damages for any failure to meet deadlines).

c. Contract Termination – The contract will be subject to termination without cause by the City upon giving written notice to the Contractor of such termination at least thirty (30) days before the effective date of such termination. If the City terminates this contract without cause, it may pay the Contractor for services satisfactorily performed up to the termination, less any compensation already received by the Contractor, where such amount is determined solely by the City as specified by the terms of this contract.

In addition, the contract will be subject to termination for cause by the City. DPW's designated Contract Coordinator will monitor the Contractor's work and inform the Contractor of any potential contract breach. If the Contractor does not correct such breach within ten days, the City may initiate termination procedures. In addition, the City may terminate the contract when it finds an event of default, e.g.:

- The Contractor's abandonment or suspension of contract work for any reason;
- The Contractor's assignment or transfer of its contract rights without the City's prior written consent;
- The Contractor's sale or transfer of ownership or partnership interests or filing of any other legal proceedings that could materially affect control of the Contractor's business affairs; and
- The Contractor's making of a false or materially misleading statement to the City or failure to report possible dishonesty or conflict of interest involving any Contractor agent or employee.

Upon default, the Contractor shall compensate the City for any damages proximately caused by said default, including any legal fees and costs incurred by the City. The City also may terminate this contract if the Contractor fails to remedy a problem (within ten business days of receiving notice from the City) which the City believes threatens the Contractor's ability to deliver or maintain a fully operational platform. The City shall pay no damages as a result of contract termination. The City may take remedial action, but no such action by the City shall be deemed to constitute a termination of this contract or a waiver any other City right without the City's written notice to such effect.

d. Risk Management – The Contractor shall maintain adequate insurance coverage at all times in the forms, limits and amounts required to protect the City against all hazards and risks reasonably associated with such projects. The Contractor and its subcontractors shall secure and maintain the insurance set forth in the table below for the duration of the contract, including any extension thereof.

Summary of Anticipated Contractor Insurance Requirements

Insurance Type	Coverage Scope	Liability Limits
Workers' Comp.	Claims under state worker compensation laws	Statutory limits in Wisconsin
Employer's Liability	Claims for employee injury, disease or death not covered under worker's compensation law	$100,000 per accident + $100,000 per employee up to $500,000
Comprehensive General Liability	Claims for damages due to bodily injury, personal injury or property damage written on commercial general liability form (including elevator incidents)	$1,000,000 per occurrence for bodily injury, personal injury or property damage + $2,000,000 aggregate
Automobile Liability	Claims for damages due to bodily injury, personal injury or property damage due to auto incidents	$500,000 combined single limit for bodily injury & property damage

Note: The City must be named as a certificate holder and an additional insured on the comprehensive general liability policy.

All such insurance and the underwriters, each of which must have a rating of at least *A* per AM Best and be licensed to conduct business in Wisconsin, shall be subject to City approval. The City shall be named an additional insured on all required policies.

Prior to contract execution, the Contractor shall provide a certificate of insurance as evidence of the required coverage. The Contractor shall be responsible for any policy deductibles. All policies shall be endorsed to provide the City, as an additional insured, with at least 30 days of notice of cancellation or non-renewal. A copy of these endorsements shall be provided to the City with the Certificate of Insurance. The City's acceptance of the Contractor's insurance shall not relieve, limit or decrease the

Contractor's liability. The Contractor shall notify its insurance carrier and City of any claims for loss or damage (or any complaints that could result in such claims) within five business days.

The Contractor shall perform in a manner that minimizes the City's risks. To that end, the contract may include a liquidated damages provision that requires the Contractor to compensate the City for performance delays or failures. Unless otherwise determined, the liquidated damages will be $250 for each day of delay after 30 calendar days after the scheduled deployment date. In addition, after deployment, the Contractor will pay the City liquidated damages of $1.60 per transaction for every affected transaction plus $500 per affected user for every security breach.

The Contractor shall defend, indemnify and hold harmless the City, its officers and employees, from any liabilities, claims, damages, judgments and costs resulting directly or indirectly from any negligent act or omission of the Contractor, or its employees, agents or subcontractors, in its performance of or failure to perform the work of this contract. The Contractor shall hold the City harmless from any claims or liens for labor, services or materials furnished to the contractor in connection with its performance under this contract.

e. Legal/Policy Compliance – The Contractor shall comply with all applicable federal, state and local laws and regulations, including Milwaukee's Code of Ordinances (MCO)[16] and the following:

- Conflict of Interest (MCO 303-7);
- Equal Employment Opportunity and Anti-Discrimination (MCO 109-45);
- Local Business Enterprise (LBE) Program (MCO 365)[17];
- Slavery Disclosure Affidavit (MCO 310-14)[18];
- Living wage requirement (MCO 310-13)[19];
- Indemnification (MCO 7-18); and
- Public Records (Wisconsin Statute Section 19.21, *et seq*.).

The Contractor shall prepare and submit all forms and reports required by the City to comply with such provisions. Each proposer must be knowledgeable about these laws and policies.

In all employment resulting from this contract, there cannot be any discrimination against any employee or applicant for employment because of sex, race, religion, color, national origin or ancestry, age, disability, lawful source of income, marital status, sexual orientation, gender identity or expression, past or present membership in the military service, familial status, or based upon affiliation with, or perceived affiliation with, any of these protected categories.

The contract will contain all applicable state and local law provisions required for contracts of this nature. This contract shall be subject to all relevant national, state and local laws and regulations, and subordinate to the provisions of any existing agreements between the City, other public agencies and their respective boards and commissions, and to any future operating rules and any future agreements among the foregoing relative to the operation of the parking facilities. This contract also shall be subordinate to the right of the United States to use the parking facilities or any part thereof, during time of national emergency.

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[16] The Milwaukee Code of Ordinance (MCO) is available at http://city.milwaukee.gov/ordinances.
[17] The City's LBE program is outlined in Chapter 365 of the MCO.
[18] Per Section 360-14 of the MCO, each contractor must complete an affidavit if it existed during the slavery era.
[19] The Common Council is considering raising the wage requirement to $10.10 per hour until March 1, 2015.

f. Fiscal Matters – While each vendor is expected to submit a proposed compensation method in accord with the City's requirements, the City reserves the right to determine the most appropriate method for compensating the Contractor after it has selected the firm with which it will negotiate a contract (i.e., the successful proposer). The Contractor's compensation shall not exceed amounts specified in the contract without the City's prior written approval.

While the City does not anticipate receiving invoices from the Contractor for this project, the City will provide the Contractor with a clear invoicing guidelines as needed. Any such invoices will be processed by the City in accord with the Common Council's Prompt Payment Resolution[20].

g. Other Contract Principles – The Contractor must acknowledge it is an independent contractor under Wisconsin law. As such, the City shall not be liable to the Contractor or its subcontractors for any benefits provided under Wisconsin's workers' compensation law. No Contractor or subcontractor employee shall be considered a City employee for the purpose of workers' or unemployment compensation coverage or any other reason. Other contract terms and conditions shall include the following:

- This contract and all questions arising in connection herewith shall be governed by and construed in accord with the laws of the State of Wisconsin;
- The exclusive venue for any action related to this contract shall be the City of Milwaukee for matters of state law and the closest Federal District Court for matters of federal law;
- The Contractor agrees that no City officer, employee or agent shall have any interest, financial or otherwise, direct or indirect, in the contract;
- The City may use or alter any document produced under this contract without the consent of, or further compensation to, the Contractor;
- The Contractor may not assign or transfer any interest in, or obligations under, this contract without the City's prior written approval;
- The City reserves the right to approve all subcontractors and personnel, but the Contractor shall be fully responsible for the acts and omissions of its subcontractors and employees;
- The contract shall be subject to annual appropriation and the encumbrance of funds;
- The Contractor shall maintain books, records, documents and other evidence pertinent to performance in accord with accepted customary business practices; and
- The City reserves the right to audit the Contractor's accounts, records and systems and the Contractor must fully cooperate with such audits.

The contract principles set forth in this section should be duly considered by all interested vendors when preparing and submitting a proposal. Any interested vendor should identify any unclear or problematic contract principles outlined above and notify the City of any potential issues or exceptions in its proposal. The City will assume that every vendor submitting a proposal accepts, and intends to comply with all such provisions, unless the vendor suggests alternative language or indicates an exception in its proposal.

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[20] Common Council File No. 101137 adopted January 2011.

Exhibit A – Required Proposal Contents

Section (Length)	Required Information (by Section)
1. Cover Letter (2 pages)	Statement of interest in providing services signed by authorized representative (include contact data) & top reasons firm believes it should be selected

2. Corporate Capabilities (3-5 pages)	1. Profile of lead firm's organization & relevant capabilities, including:
	  a. Corporate information (i.e., name, FEI, legal form/situs, ownership, history, size, fiscal condition, insurance, bonding & litigation)
	  − Most recent audited financial or credit report (attach)
	  − Current insurance certificate (attach)
	  − List of prior/pending litigation & any contracts terminated in last 5 years (attach)
	  b. Relevant corporate capabilities
	  − Market share & current client list
	  − Recent illustrative RPP experience, projects & success stories
	  − Performance on recent, similar projects (attach 5 client references with client name, title, agency, email address, phone number, year completed, annual transactions, metered spaces served, meter types used & parking management system integrated)
	  c. Other relevant corporate information:
	  − Current parking vendor joint ventures (e.g., DS, Genetech & Xerox)
	  − Regional (Milwaukee) partnerships & potential implications for City's program
	2. Profile of lead firm's proposed subcontractors (if any)
	  a. Corporate information (i.e., name, FEI, legal form/situs & size)
	  b. Proposed role & responsibilities
	  c. Relevant corporate capabilities, including prior performance for recent, similar work (attach 2 client references with contact data)
	3. Compliance with or commitment to applicable City laws & policies (attach relevant forms)

3. Project Team (3-5 pages)	1. Profile of project team
	  a. Organizational structure showing all team members (employees & contractors), respective roles & reporting relationships (show or list all employees & contractors)
	  b. Project availability schedules for all key personnel
	  c. Local presence during project implementation & marketing (i.e., plans for deploying assigned project staff in City during any phase)
	2. Capabilities of proposed project manager
	  a. Relevant experience planning, implementing, marketing & operating similar platforms
	  b. Occupational experience summaries for project manager (attach resume listing education, experience, job titles/durations, licenses & other pertinent data)
	  c. Recent project manager performance (attach 3 client references with contact data)
	3. Capabilities of other key personnel
	  a. Relevant experience for other key contractor/subcontractor personnel
	  b. Occupational experience summaries for key personnel (attach resumes listing education, experience, job titles/durations, licenses & other pertinent data)

4. Platform (8 -12 pages)	1. Profile of platform, including list of proposed hardware, equipment & materials, system architecture, application software, hosting environment & ancillary services
	2. Description of platform's key customer service features:
	  a. Process flow diagram depicting how platform will meet needs & perform key functions
	  b. Summary of typical user experience by method (e.g., IVR, SMS, mobile device or web)
	  c. List of customer notifications for activating metered parking
	3. Description of platform's key payment processing features:
	  a. Process flow diagram depicting how platform will meet needs & perform key functions
	  b. Description of payment process for each transaction type
	  c. Description of security protocols (e.g., ensuring data confidentiality & resolving breaches)
	  d. PCI-PA DSS Level 1 compliance (attach PCI DSS Level 1 compliance certificate, PCI DSS Level 1 Service Provider Attestation of Compliance & PCI DSS Level 1 Report on Compliance)
	  e. Flow diagram for revenue collection process (e.g., merchant bank submittals)
	4. Description of platform's key enforcement support features:
	  a. Process flow diagram depicting how platform will meet needs & perform key functions
	  b. Description of how & when PEOs learn of vehicle payment status

Section (Length)	Required Information (by Section)

4. Platform (cont.)	5. Description of platform's key parking management features:
	  a. Menu of standard parking management, financial & audit reports (e.g., program performance, payment transaction volume, meter time extensions & user account activity)
	  b. Sample management, financial & audit reports + screen layouts & displays
	  c. Management tools to be made available to City staff to oversee platform
	6. Description of platform's key technical attributes & characteristics:
	  a. Description of design architecture, data controls, communications & compatibility
	  b. Explanation of how platform will be integrated with City's parking systems, e.g.:
	    – TID link (e.g., PEO enters zone, TID displays vehicle LP, meter or space number)
	    – Meter link (e.g., space, meter & payment data transmitted real-time to meter)
	    – Hybrid (i.e., TID & meter)
	  c. Statement of relevant performance features (e.g., uptime standards, fail-safe systems, scheduled downtime, downtime notification procedures & backup/recovery procedures)
	  d. Comprehensive system documentation
	  e. Full disclosure of platform restrictions (e.g., ownership, software subscription, third party agreements, licenses, patents/patent applications & any other pertinent information)
	7. Discussion of other platform issues:
	  a. Disclosure of any exceptions to RFP requirements or other potential project issues
	  b. Description of proposed options & related customization procedures (e.g., mobile wallet, validations, discounts,, vehicle way- finding & space availability map)

5. Service Approach (8-10 pages)	1. Description of pre-deployment planning & organization phase
	  a. Chart depicting project phases, milestones & schedule
	  b. Recommendation of 3-5 best deployment & support practices for City's consideration
	2. Description of deployment phase, including testing, training & marketing elements:
	  a. Block/meter/space coding process (e.g., for multiple regulations, single- & multi-space meters)
	  b. Parking program integration process (e.g., DS & parking enforcement systems)
	  c. Marketing & communication program (e.g., web-based & physical strategies, City role, graphic design, decals & signage installation & desired City approval process)
	  d. Sample marketing & promotional signs, decals & materials
	3. Description of post- deployment support phase:
	  a. Customer support program (e.g., call center hours, IVR & dispute resolution process)
	  b. Parking rate, meter hour & parking restriction change process
	  c. Technology upgrade process (e.g., required service contracts)
	  d. Signage/decal maintenance, repair, replacement & removal program
	  e. System maintenance, repair, modification, update policies & procedures
	  f. Fiscal control, auditing & reconciliation procedures (e.g., ensuring revenue accountability)
	  g. Process for obtaining City input on problems

6. Value (2-3 pages)	1. Proposed Base Convenience Fee covering all deployment & support costs, including equipment, software, integration, start-up, meter signage, meter stickers, advertising, payment processing, other operating, maintenance, technical support, technology updates & monthly service costs, 2. Proposed Supplemental Convenience Fee (if any) 3. Proposed Alternative Fees A & B + any other alternative pricing models 4. Disclosure of key payment terms & pricing assumptions underlying proposed costs 5. Disclosure of any exceptions to contract principles outlined in RFP

Exhibit B – Platform Requirements

Anticipated Technology Platform Requirements		Code
1. Functional Requirements		
.1 Customer Service		
.1	Easy-to-find, easy-to-download mobile parking application with local, City-approved brand	
.2	Full, real-time user access to cell phone, smart phone, web interfaces. SMS & IVR capabilities & other interaction options (e.g., courtesy alerts & reminders)	
.3	Flexible, easy one-time account registration process (i.e., record credit/debit card, license plate number, cell phone number & secure unique user PIN)	
.4	Easy activation at any metered space (subject to regulations) by entering location (space/meter) or LP (pay & display meter) & parking duration with easy start/stop	
.5	Real-time user access to on-street & off-street parking space data, including closest available parking facilities, maps, rates & other relevant data	
.6	City-approved location-based advertising (e.g., validations & coupons)	
.7	Opt-in courtesy alerts (e.g., lights on, windows open or other message)	
.8	Opt-in parking notices (e.g., snow-clearing, street-cleaning or rush hour limits)	
.9	Comprehensive on-line account management features (e.g., print receipt, change password, update data, set meter expiration parameters & change interface settings)	
.10	Easy on-line customer account access via secure login to navigate site/interface, review transaction history (e.g., payment times & amounts) & manage account	
.2 Payment Processing		
.1	Full credit/debit card acceptance (e.g., Visa, Mastercard, Discover & American Express)	
.2	Full disclosure & prompt charge of user convenience fee at registration & activation	
.3	Simultaneous support of multiple payments & users per location	
.4	Sufficient payment card data capture to prevent transaction downgrading	
.5	Real-time acceptance of remote parking payments via land line, internet, cell phone, smart phone (iPhone, Android, Windows & Blackberry) or other mobile device	
.6	Real-time, PCI-compliant card authorization, application of fees to user's designated credit/debit card & encryption of all digital data (e.g., credit/debit card number)	
.7	PCI Level 1 Service Provider certification & compliance	
.8	Full accommodation of variable pricing, including special event pricing (e.g., modify parking rates for different parkers, parking zones & times) & group pricing (e.g., residence, business, green vehicle, disability & age-based discounts)	
.10	Immediate user notification when transaction denied (e.g., credit card issue)	
.11	Immediate transmission of digital receipt to user's mobile device (with location)	
.12	Prompt issuance of appropriate customer refunds or credits (full or partial)	
.13	Effective control, reporting & monitoring of accounts receivable to City	
.14	Full support of City's ability to verify & monitor mobile payments	
.15	Real-time reporting of full transaction, audit & reconciliation data to City	
.16	Immediate transmission of all City parking fees to City's designated merchant bank	
.3 Enforcement Support		
.1	Easy, seamless integration with City's parking enforcement program & systems via TID (automatic, real-time transaction transmission to TID & payment status display on LP query)	
.2	Easy, seamless integration with City's parking enforcement program & systems via single- & multi-space meters (automatic, real-time payment status display from both on PEO query)	
.3	Automatic notification of expiring meter per customer parameters (e.g., send SMS alert to user 15 minutes before parking time expires)	
.4	Remote time extension from any location subject to City-approved parameters	
.5	Full support of parking enforcement program, including updated regulations (e.g., time limits & other parking restrictions) & other characteristics (e.g., zones)	
.6	Full support of enforcement by LP (e.g., identify individual vehicle)	
.7	Full support of enforcement by zone (e.g., identify valid vehicles per space)	
.8	Efficiently-structured parked vehicle payment transaction & vehicle owner database to expedite enforcement & system integration	

Anticipated Technology Platform Requirements		Code
1. Functional Requirements (cont.)		
.4 Parking Management		
.1	Full support of City's ability to manage parking spaces (e.g., define zones, determine spaces, move meters or alter zone, space & meter numbers)	
.2	Full support of City's ability to tailor parking rates, hours, time limits & enforcement hours to discrete parking zones, space & meter (via City-approved coding structure)	
.3	Full support of City's ability to set, configure, adjust & control parking rates	
.4	Flexible rate setting, including special event, blended, progressive & discount rates, by zone, space & meter or by other variables (e.g., time)	
.5	Flexible parameter pricing & regulator controls for zones, spaces & meters	
.6	Flexible parameter controls for customer-extended parking sessions (e.g., time & rate)	
.7	Automatic means for prohibiting customers from extending parking for regulatory reasons	
.8	Diligent recording, reporting & monitoring of parking transactions	
.9	Easy, unlimited on-line City ability to view user parking transaction history & other pertinent reports (e.g., via web interface)	
.10	Easy, unlimited on-line City ability to run queries, produce reports & transfer data	
.11	Comprehensive City-approved daily, weekly, month & yearly parking management reports for City transaction tracking, program analysis, performance improvement & other needs using City-approved parameters (e.g., zone, time, user, use type & payment type)	
.5 Options		
.1	Future expansion to other parking programs (e.g., off-street & permits)	
.2	Future ability to offer other features (e.g., frequent parker & validation/discount)	
.3	Future ability to help users find parked vehicle (with map & directions)	
.4	User ability to pay for parking by space, meter or zone number	
.5	User ability to calibrate payment to parking duration (e.g., access app, end parking session early & pay only for actual time used)	
.6	Ability to provide City-approved advertising & other information	
.7	Integrated digital parking reservation system for special events	
.8	Accommodation of special user groups (e.g., ADA web application & text service)	
.9	Accommodation of emerging payment technologies (e.g., digital wallet)	
.10	Seamless coordination with other parking apps used in area	
.11	Easy, seamless hybrid integration with TIDs & meters enabling PEOs to query meter or vehicle LP, bar code or RFID tag to assess compliance	
.12	Generation of multiple report formats (e.g., PDF)	
2. Technical Requirements		
.1 Design		
.1	Comprehensive, secure web-based, hosted parking payment website/portal for City & its customers with easy sign-on & custom presentation splash screen	
.2	Easily downloadable mobile parking apps for accessing portal	
.3	Real-time transaction processing via web browser, phone or mobile device	
.4	Open architecture (API) & communications for facilitating integration with other apps	
.5	Full support on key operating systems (Android 2.3+, Blackberry 4.5+, IOS 3.0+ & Windows)	
.6	Full compatibility with current Windows OS & Internet Explorer browser	
.7	Full operability in or automatic conversion to Windows programs (e.g., Word & Excel)	

Anticipated Technology Platform Requirements		Code
2. Technical Requirements (cont.)		
.2 Data Integration & Management		
.1	Seamless integration with downloadable mobile apps & payment platform	
.2	Seamless, real-time interface with City's multi-space meter software	
.3	Seamless, real-time interface with City's enforcement system (i.e., TIDs & LPR system)	
.4	Seamless, real-time integration with City's parking databases	
.5	Full, real-time data access with appropriate controls	
.6	Sufficient storage capacity for processing projected transactions	
.7	Adequate database formatting flexibility (e.g., customized screens)	
.8	Continuous back-ups to archived data for preventing vital data losses	
.9	Qualified database manager (e.g., ISO 9001:2008 & Microsoft Gold certification)	
.3 Security		
.1	Rigorous security controls (e.g., firewall, encrypted password, multi-level access control, secured login, unique ID, aging parameters, automatic reset feature)	
.2	Full compliance with PCI-DSS standards for processing financial transactions & other industry standards for Internet, wireless & e-Commerce security controls (full PCI/PABP certification &compliance with relevant encryption standards)	
.3	Full IP protection (e.g., IP blocking to protect networks from unauthorized access)	
.4	Standard PKI technology for controlling sensitive data access over Internet	
.5	Full system-level security for all activities (e.g., processing, exporting & retrieval)	
.6	Full clearinghouse system compliance with ISO, PCI & NIST security standards	
.4 System Documentation		
.1	Conceptual architecture diagram showing all relevant networks & links	
.2	Complete user documentation, including operating procedures, user manuals, disaster/ recovery guidelines, data dictionary & any modifications	
.3	Complete technical documentation (e.g., system flowcharts, program profiles, report/screen layouts, access, entry, operating & recovery procedures, error codes & application controls)	
.4	User data collection, storage & transfer guidelines	
.5	Incident response, reporting & analysis procedures	
.5 Other		
.1	Unfettered legal control over technology platform (e.g., hosting service license)	
.2	Automatic & timely display of clear, concise warnings & error messages	
.3	Full daily data backup & 15-minute transaction log backups	
.4	Synchronized backup/recovery capabilities to prevent data loss (e.g., server redundancy, batch job segmentation, transaction level auditing, suspense file & automatic restart/recovery)	
.5	Sufficient software accreditation for Web-based services	
.6 Options		
.1	Requisite platform/software flexibility & scalability to meet long-term needs	
.2	Ability to accommodate future payment technologies (e.g., Google Wallet & PayPal)	
.3	Web-based system for accommodating City-approved validation/discount codes	
.4	Interface for extracting reporting data from City database via automated SQL query	
.5	Full compliance with World Wide Web Consortium's Web Accessibility Initiative	

Anticipated Technology Platform Requirements		Code
3. Deployment Requirements		
.1 Planning		
.1	Thorough, practical & phased City-approved plan, including testing, training & marketing	
.2	Simple, timely technology platform deployment (less than 8 weeks)	
.3	Timely platform configuration or modification as needed to meet City's needs	
.4	Professional management of deployment process including consultation	
.5	Up-front business process review to identify process improvement opportunities	
.2 Testing		
.1	Rigorous testing protocol to ensure full platform operability by first day of use	
.2	Detailed acceptance testing checklist with measurable objectives (metrics)	
.3	Testing success based on meeting pre-defined conditions & gaining City approval	
.4	Comprehensive testing plan for all platform elements, including user interaction	
.3 Training		
.1	Initial training with classroom & web-based options	
.2	On-line training protocol for helping prospective users register & activate account	
.3	At least two on-site classroom sessions & 10 training manuals for designated City staff	
.4	At least one on-line training manual/guide for designated City staff	
.4 Marketing		
.1	Local, custom branding approved by City	
.2	Comprehensive, practical marketing plan for attaining adoption targets	
.3	Provision & installation of all City-approved marketing materials, including signage, decals, posters, brochures, web pages, videos & messaging	
4. Support Requirements		
.1 Marketing		
.1	Ongoing commitment to attaining City-approved adoption metrics	
.2	Prompt repair, replacement or refinement of parking signage	
.3	Quarterly advisory report to City (e.g., recommending new adoption strategies & tactics)	
.4	Continuous post-deployment training with on-site & web-based options	
.2 Service		
.1	At least 98% uptime for platform & all system components	
.2	Adequate notice (at least 48 hours) of any planned or anticipated downtime	
.3	Clearly-documented downtime procedures (scheduled & unscheduled)	
.4	Ongoing management of all customer accounts, transactions & service issues	
.5	24/7/365 toll-free customer service center for inquiries, complaints & troubleshooting	
.6	Free, easy unlimited user access to bi-lingual customer service center/ website	
.7	Timely, routine maintenance (e.g., with vendor-scheduled software releases)	
.8	Adequate technical support resources for promptly addressing any platform or service problems (e.g., assign priority ranking & determine resolution deadline)	
.9	Prompt documentation, resolution & reporting of City/user-defined problems	
.3 Updates & Modifications		
.1	Automatic provision of all system updates to City within 90 days	
.2	Accommodation of regulatory & space coding changes in 5 business days	
.3	Cost-effective mechanism for modifying platform to meet City's dynamic needs	
.4	Prompt new software release with documentation updates & support	
.4 Options		
.1	Prompt deletion or return all customer data upon contract termination	
.2	Ability to use account at other vendor locations & clients	
.3	Ability to provide customer service via live personnel in multiple languages	

Exhibit C – City Procurement Forms
Non-Collusion Affidavit

State of _____)
) ss.
County of _____)

_____, being first duly sworn, deposes and says that:

(1)   He/she   is   _____ of _____,

               (owner, partner, officer, representative or agent)   (name of organization)

the proposer that has submitted the attached proposal;

(2) He/she is fully informed as to the preparation and contents of the attached proposal and of all pertinent circumstances respecting such proposal;

(3) Such proposal is genuine and is not a collusive or sham proposal;

(4) Neither the said proposer, nor any of its officers, partners, owners, agents, representatives, employees or parties in interest, including this affiant, has in any way colluded, conspired, connived, or agreed, directly or indirectly with any other proposer, firm, or person to submit a collusive or sham proposal in connection with the Contract for which the attached proposal has been submitted or to refrain from proposing in connection with such Contract, or has in any manner, directly or indirectly, sought by agreement or collusion or communication or conference with any other proposer, firm, or person to fix the price or prices in the attached proposal or of any other proposer, or to fix any overhead, profit, or cost element of the proposal price or the proposal price of any other proposer, or to secure through any collusion, conspiracy, connivance, or unlawful agreement any advantage against the Commissioner of Public Works or any person interested in the proposed Contract; and

(5) The price or prices quoted in the attached proposal are fair and proper and are not tainted by any collusion, conspiracy, connivance, or unlawful agreement on the part of the proposer or any of its agents, representatives, owners, employees, or parties in interest, including this affiant.

   _____ [Signature of Affiant]	*(Check One)*: _____ Affiant if the proposer is an individual; _____ Partner if the proposer is a partnership; _____ Officer if the proposer is a corporation.

NOTARIZATION: Subscribed and sworn to before me this

_____ day of _____, 20_____.

_____
            [Notary Signature]

My commission expires _____, 20 _____.

Exhibit C – City Procurement Forms
Local Business Enterprise (LBE) Compliance Affidavit

Company Name: _____

Address:
_____

City/State/Zip:
_____

This affidavit of compliance will be the proposer's sworn statement that its business meets the following criteria:

1. The business owns or leases property within the geographical boundaries of the City of Milwaukee (the City). Post office boxes shall not suffice to establish status as a Local Business Enterprise (LBE).

2. A residential address may suffice to establish compliance as a LBE, but only if the business does not own or lease other real property, either within or outside the City's geographical boundaries.

3. Leased property shall not suffice to establish compliance as a LBE unless at least half of the acreage of all the real property owned or leased by the business is located within the City's geographical boundaries.

4. The business has owned or leased real property within the City's geographical boundaries and the business has been doing business in the City for at least one (1) year.

5. The business is not delinquent in the payment of any local taxes, charges or fees, or the business has entered into an agreement to pay any delinquency and is abiding by the terms of the agreement.

6. The business will perform at least 10% of the monetary value of the work required under the contract.

Site visits: The proposer agrees to allow the City to verify LBE status by allowing City staff to visit the operations of the business that is seeking LBE status at any time without notice.

Initial here _____ if any of the above criteria are not satisfied (and return form without signature below).
                    [initial]

If the above criteria are satisfied, provide data below for property owned or leased in the City of Milwaukee.

Property Name	Own	Lease	Property Street Address	Zip Code

I hereby declare compliance with the City of Milwaukee Code of Ordinances Chapter 365.

Authorized signature: _____ Date: _____

Printed name: _____

NOTARIZATION: Subscribed and sworn to before me this

_____ day of _____, 20_____.

_____
                    [Notary Signature]

My commission expires _____, 20 _____.

Exhibit C – City Procurement Forms
Anti-Slavery Compliance Affidavit

DEPARTMENT OF ADMINISTRATION
BUSINESS OPERATIONS DIVISION
PROCUREMENT SERVICES SECTION

City of Milwaukee

Affidavit of Compliance
Disclosure of Participation in or Profits Derived from Slavery by Contractors

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

This affidavit of compliance will be the contractor's sworn statement that publicly discloses any slavery policies sold by any companies, or profits from slavery by industries or their predecessors who are doing business with the City of Milwaukee as defined in the Milwaukee Code of Ordinances 310-14. **NOTE: Effective May 13, 2014, Contractors whose company was established during the slavery era, whether or not subject to competitive bidding, shall complete this Affidavit prior to entering into a contract.**

Please check one:

☐ This business **was** in existence during or prior to the slavery era (1865). I have searched any and all records for records of investments or profits from slavery, and have found no such records.

☐ This business **was** in existence during or prior to the slavery era (1865). I have searched any and all records for records of investments or profits from slavery, and am disclosing the findings below.

Findings being disclosed (please attach additional pages, if necessary):

_____
| |
| |
| |
|_____|

I hereby declare that all statements are true, accurate and complete as of the date furnished to the City of Milwaukee.

Authorized Signature: _____

Printed Name: _____ Date: _____

Subscribed to before me on this _____ day of _____ , 20 _____ , at

_____ County, _____ State.

_____
Notary Public Signature

_____
Printed Name

My commission expires: _____

(SEAL)

Please Return to:
DOA-BOD-Procurement Services
200 E. Wells Street, Room 601
Milwaukee, WI 53202

procurement.services@milwaukee.gov

Shared\FORMS\ Affidavit of Compliance - Slavery Disclosure, 20140521

MILWAUKEE